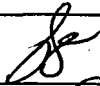

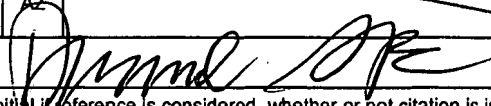


Form PTO 1449 (Modified)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY DOCKET NO. 240884US2S CONT		SERIAL NO. NEW APPLICATION	
LIST OF REFERENCES CITED BY APPLICANT				APPLICANT Shigeyasu NATSUBORI			
				FILING DATE HEREWITH		GROUP	
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
	AA						
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	AO						
	AP						
	AQ						
	AR						
	AS						
	AT						
	AU						
	AV						
OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)							
	AW	Broadcasting & Cable, 28 Feb 2000, Richard Tedesco "Buying air time online." [online], [retrieved on 09-04-2001]. Retrieved from the Internet; <URL:http://www.findarticles.com/cf_0/moBCA/9_130/603_00385/print.html>					
	AX	Business Wire, 24 Oct 2000, "Heinz Conducts First-Ever Reverse Auction for Television Advertising Through FreeMarkets." [online], [retrieved on 09-04-2001]. Retrieved from the Internet; <URL:http://www.findarticles.com/cf_0/m0EIN/2000_Oct_24/66300162/print.html>					
	AY						
	AZ						
Examiner 					<input type="checkbox"/> Additional References sheet(s) attached Date Considered 09/27/07		
*Examiner: Initial reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.							